

# Unit 3: Social Learning



*IT 7240 - July 15, 2009*



# Agenda

- ✦ *Social Learning*
- ✦ *Social Media to Support Learning*
- ✦ *Podcasting*
- ✦ *Wikis*
- ✦ *Blogs*
- ✦ *Blackboard (LMS/LCMS)*

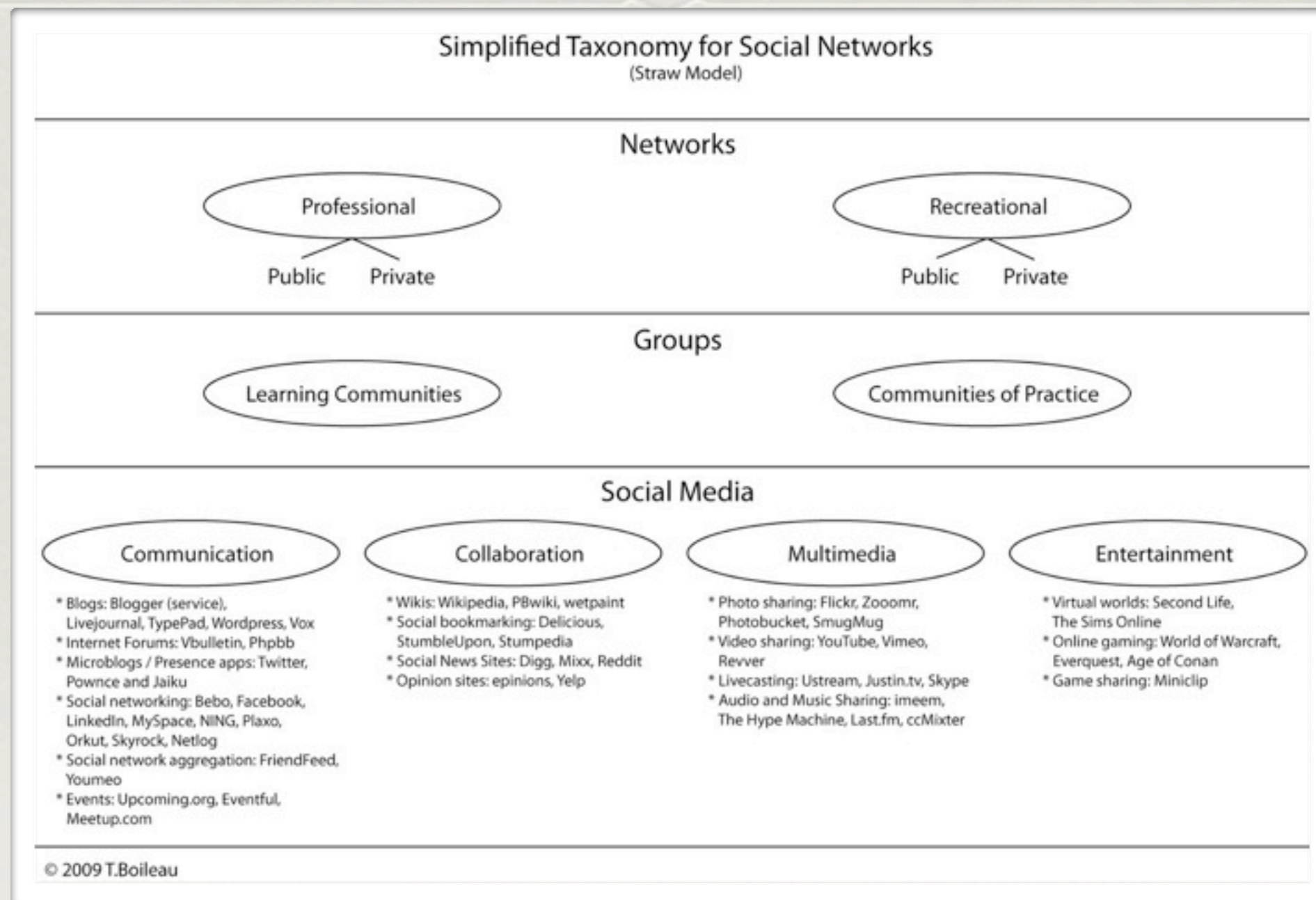


# Social Learning Concepts

- ✿ *Social Learning Network Taxonomy*
- ✿ *Communities vs. Other organizational structures*
- ✿ *Community Development Stages*
- ✿ *Social Learning Network Technology*
- ✿ *Social Learning Network Evaluation*
- ✿ *Social Learning - the power of We*
- ✿ *# Hashtags in Twitter - #it7240*



# Social Network Taxonomy





# Social Network Communities

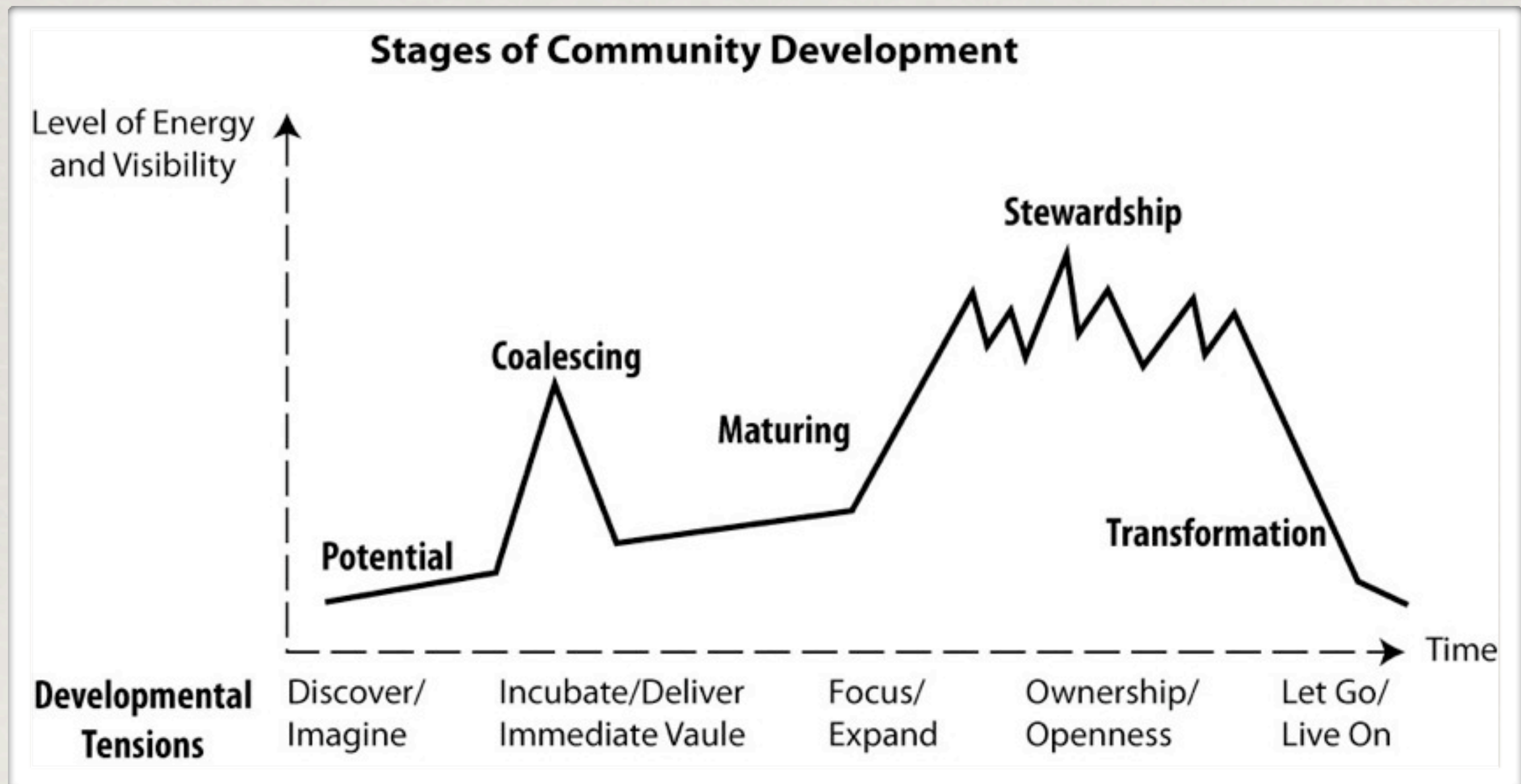
**DISTINCTIONS BETWEEN COMMUNITIES OF PRACTICE AND OTHER STRUCTURES**

	<b>WHAT'S THE PURPOSE?</b>	<b>WHO BELONGS?</b>	<b>HOW CLEAR ARE THE BOUNDARIES?</b>	<b>WHAT HOLDS THEM TOGETHER?</b>	<b>HOW LONG DO THEY LAST?</b>
<b>Communities of Practice</b>	To create, expand, and exchange knowledge, and to develop individual capabilities	Self-selection based on expertise or passion for a topic.	Fuzzy	Passion, commitment, and identification with the group and its expertise	Evolve and end organically (last as long as there is relevance to the topic and value and interest in learning together)
<b>Formal Departments</b>	To deliver a product or services	Everyone who reports to the group's manager	Clear	Job requirements and common goals	Intended to be permanent (but last until the next reorganization)
<b>Operational Teams</b>	To take care of an ongoing operation or process	Membership assigned by management	Clear	Shared responsibility for the operation	Intended to be ongoing (but last as long as the operation is needed)
<b>Project Teams</b>	To accomplish a specified task	People who have a direct role in accomplishing the task	Clear	The project's goals and milestones	Predetermined ending (when the project has been completed)
<b>Communities of Interest</b>	To be informed	Whoever is interested	Fuzzy	Access to information and sense of likemindedness	Evolve and end organically
<b>Informal Networks</b>	To receive and pass on information, to know who is who	Friends and business acquaintances, friends of friends	Undefined	Mutual need and relationships	Never really start or end (exist as long as people keep in touch or remember each other)

(E.Wenger, R.McDermott, & W.Snyder, 2002)

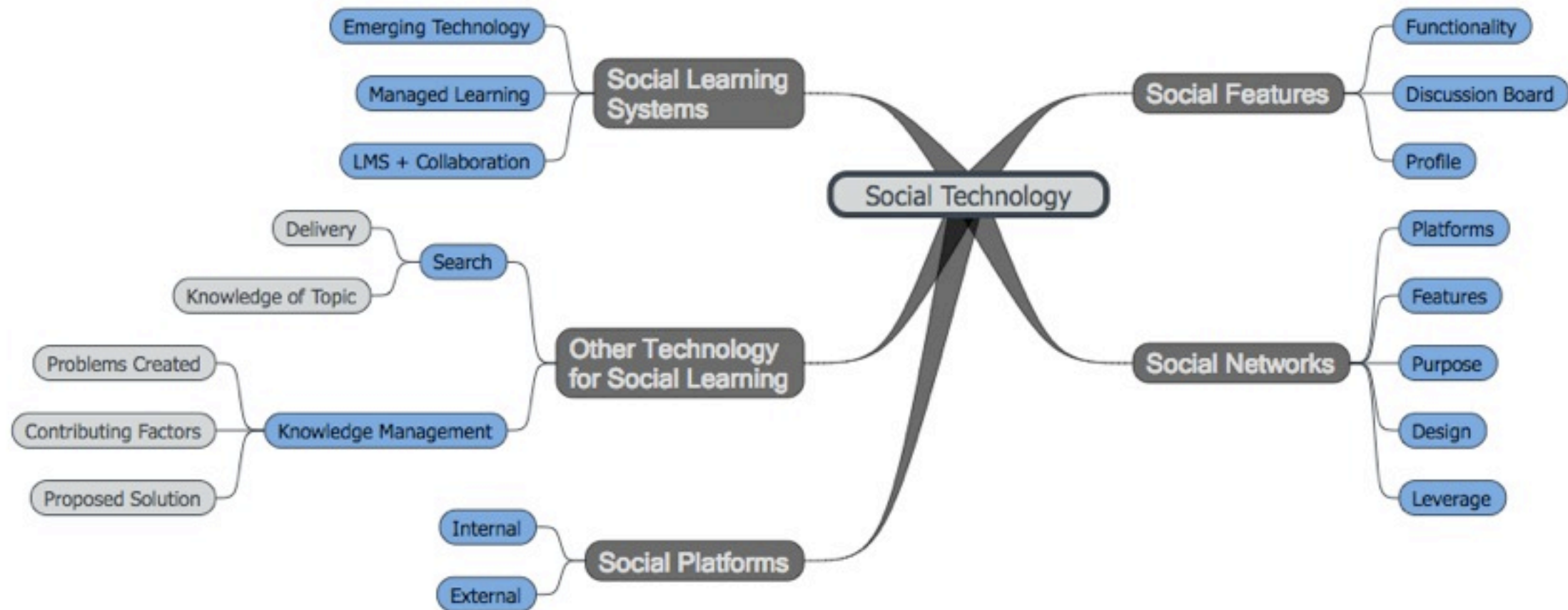


# Community Development Stages





# Social Network Technology





# Social Network Evaluation

## Promise-Tool-Bargain

*Clay Shirky points out that there is no recipe for success with social media but defines three broad rules... “a successful fusion of a plausible promise, an effective tool and an acceptable bargain with the users.” Three lenses to look at social media: **promise**, **tool**, and **bargain**.*



# Evaluation - The Promise

***Promise.** The promise is the basic **why** for anyone to join or contribute to a group.*

- ✿ *Do we believe in this social network?*
- ✿ *Is there a desire to participate?*
- ✿ *Does the promise offer higher value than other things we could be engaged in?*
- ✿ *What is the actual lived promise of the community rather than the stated or explicit promise?*
- ✿ *Will group members believe other people will also join and engage in this community?*



# Evaluation - The Tool

**Tool.** *The tool determines **how** the media will work.*

- ✿ *Which tool or tools will help people make and keep their promise?*
- ✿ *What are the best tools for the intention of the site or media?*
- ✿ *Will the tool help people do what they want to do?*
- ✿ *How do I choose the appropriate tool given the geometric growth of social media tools?*
- ✿ *Does the tool help deliver on the promise?*



# Evaluation - The Bargain

***Bargain.*** *The bargain sets standards of behavior and norms for and by the community.*

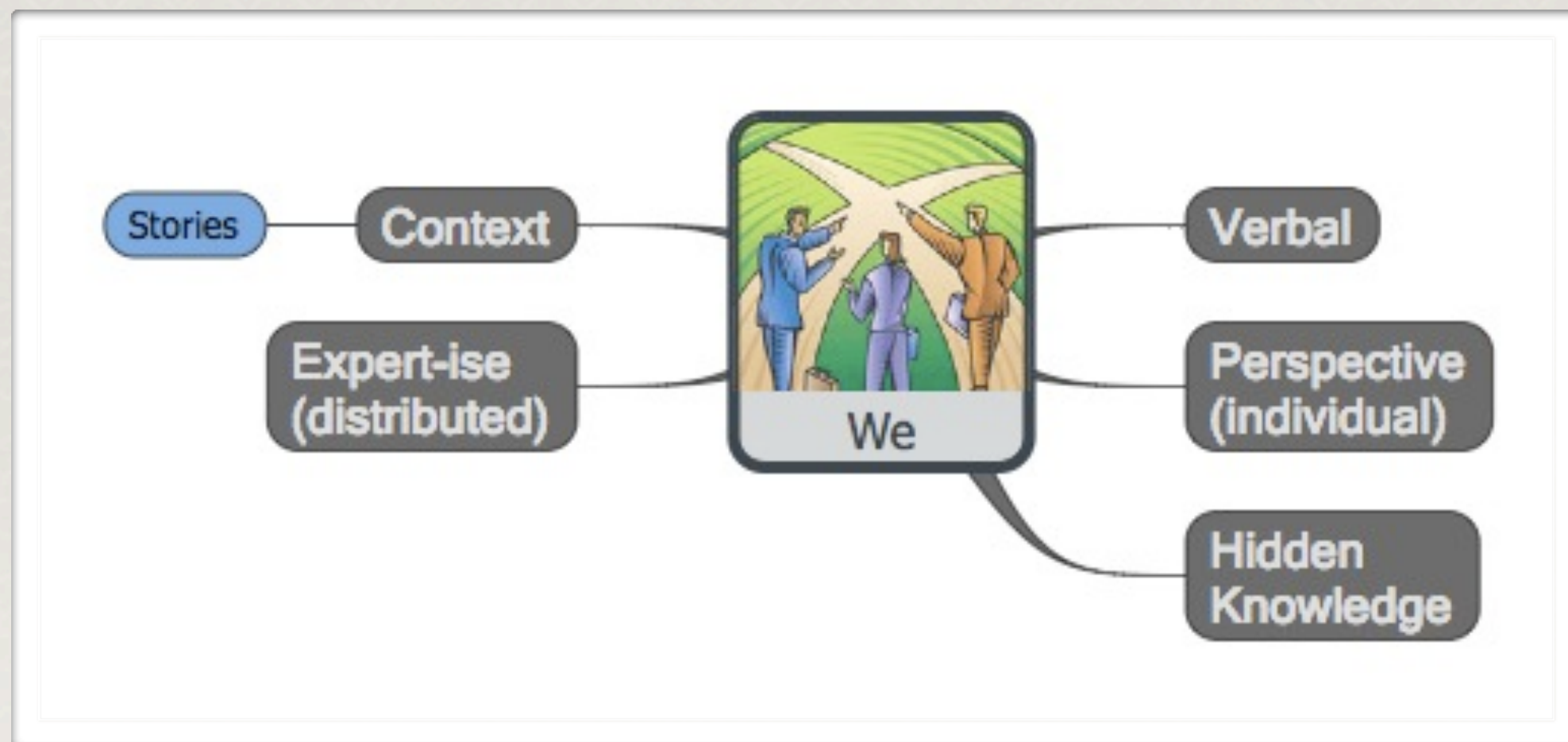
- ✿ *What bargain are we entering into if we join and participate?*
- ✿ *What is expected of us and what is the code of conduct?*
- ✿ *How do the users co-create the bargain of the community?*
- ✿ *What can you expect of others and what can they expect of you in this community?*
- ✿ *Do the users agree to the bargain and is it a lived interactive experience in the community?*

*The essential aspect of the bargain is that the users have to agree to it. It can't be instantiated as a set of contractual rules because users don't read the fine print.*



# Social Learning

- ✿ *The power of We vs. Me (<http://www.classroom20.com/>)*






# Twitter #Hashtags

- ✿ *Used for tagging content in Twitter in the context of a social learning community*
- ✿ *Requires that you follow/followed by @hashtags*




# Twitter #Hashtags for Social Learning (#it7240)


Real-time results for #it7240 [+ Save this search](#)




**timboileau** a POV on social networks <http://bit.ly/f9QdU>  
**#it7240**  
5 minutes ago from web




**timboileau @ninahp** here are some ways to make twitter "a big deal" in the classroom <http://bit.ly/G2Qqq> **#it7240**  
about 18 hours ago from web




**timboileau** Here is a trig tutorial that also covers trig functions in Flash <http://bit.ly/awbTW> **#it7240**  
1 day ago from web




**timboileau** ZuluWorld; Virtual world for teaching science <http://bit.ly/3JR2hq> **#it7240**  
2 days ago from web




**timboileau** Cool resource for atomic modeling in chemistry <http://bit.ly/21VQSz> **#it7240**  
2 days ago from web



**timboileau** Unmask "digital truth" around social media in education with this wiki <http://bit.ly/1mznr2> **#it7240**  
2 days ago from web



**timboileau** U.S. Educ Secretary endorses cell phones for education <http://bit.ly/GuP1c> **#it7240**  
2 days ago from web



**timboileau #it7240** An @reply is public, sent regardless of follow-ship that anyone can view. A direct message can only be sent by someone you follow  
2 days ago from web

Home

@timboileau

Direct Messages 22

Favorites

#it7240

Trending Topics

Harry Potter

Happy Bastille Day

Sotomayor

YouTube Will Be Next

Michael Jackson

Pirates


IE6

Bruno

#Iraelection

French

Following

 RSS feed for this query



# Podcasting

- ✿ Defined: A podcast is a series of digital computer files, usually either digital audio or video, that is released periodically and made available for download by means of web syndication.
- ✿ Typical file format for a podcast is mp3/mp4
- ✿ <http://education.apple.com/itunesu/>
- ✿ Software for creating podcast content:
  - ✿ Garageband
  - ✿ Audacity
  - ✿ Quicktime



# Podcasting Steps

- ✿ *Planning; create and outline*
- ✿ *Develop a script*
- ✿ *Rehearse, keeping track of time*
- ✿ *Record*
- ✿ *Publish*
- ✿ *Distribute*



# Wiki

- ✿ *Wiki wiki means “quick” in Hawaiian*
- ✿ *In Ward’s original description, a wiki is: “The simplest online database that could possibly work”*
- ✿ *May refer to either a website or the software used to create the website*
- ✿ *Based on collaboration by many, allows members to add, edit, and delete content created by others*



# Wiki Resources

- ✿ *<http://en.wikipedia.org/wiki/Wiki>*
- ✿ *TiddlyWiki*
  - ✿ *<http://www.tiddlywiki.com/>*
  - ✿ *[http://tiddlywiki.org/wiki/Main\\_Page](http://tiddlywiki.org/wiki/Main_Page)*
  - ✿ *<http://www.giffmex.org/twfortherestofus.html>*
- ✿ *Wiki Matrix <http://www.wikimatrix.org/>*



# Blogs

- ✿ *Blog comes from the term Weblog and is an interactive web page most often used to publish regular writings on a variety of issues and with a variety of goals.*
- ✿ *Types of Blogs*
  - ✿ *Group blogs – whether the group consist of students, a class with its instructor, or some other form of community of practice.*
  - ✿ *Academic blogs – used by instructors as outlets for ideas and up to date commentary.*
  - ✿ *Student blogs – used as a journal or online portfolio, and as the basis for interaction with other students.*



# Student Applications of Blogs

- ✿ *Posting a comment that links back to their own student blog*
- ✿ *Citing an expert's blog post in a post of their own blog*
- ✿ *Assembling a 'blog roll' (a list of links) of expert blogs related to what they are studying, and requesting reciprocal listing*



# LMS/LCMS/VLE

- ✿ *LMS - Learning Management System*
- ✿ *LCMS - Learning Content Management System*
- ✿ *VLE - Virtual Learning Environment*



# LMS Examples

- ✦ *Blackboard*

*<http://blackboard.wayne.edu>*

- ✦ *Moodle*

*<http://moodle.org>*



# Lab

- ✦ *Create a personal Wiki using TiddlyWiki that can be saved on USB stick (i.e., thumb drive)*



# For Next Class

- ✿ *Read the article [web2oextendingpossibilities.pdf](#) that has been posted on the Edmodo.com site for IT7240*
- ✿ *Join Learning 2.0 <http://www.classroom20.com/>*
- ✿ *Prepare a script using the Podcasting Steps guideline included in this deck*